



Operativni program  
**KONKURENTNOST  
I KOHEZIJA**



European Union  
Together to EU funds



**EUROPSKI STRUKTURNI  
I INVESTICIJSKI FONDOVI**

This call is funded by the European Regional Development Fund

### **Beneficiary's project title:**

Improvement of web based solutions in presentation and sales of Eltor products

### **Short description of the project:**

The new website will completely change the listing and presentation of a complex, diverse and wide product range. It will simplify and improve the entry of items in such a way that their features will be entered as parameters and values by which users can easily and efficiently search the product range through the web interface. This will facilitate the entry of groups of items and their variations, it will be able to configure the product with all its options, create an order, search for items according to application and preferences. All the features and options of the item will be entered one-time and it will have maximum possible link with hyperlinks which leads to easier update. Each item will have an arbitrary number of product images and reference installations, along with descriptions and "tagging" of content, as well as automatic adjustment of display sizes on various web sites and devices using the new web solution. The view of the content of the new website will be adapted to the different sizes of the devices from which it is visited. Particular attention will be paid to two target groups of visitors - end users who are not familiar with the technical details, and designers who are familiar with the technical part of lighting technology. The completion of the Project is planned for February 2020

### **Objectives and expected results of the project:**

This modern, attractive and user-centric web solution will significantly increase website traffic, provide end users with easy access to the product range and references, and provide designers with all necessary technical specifications quickly and easily - product configurator, lighting calculator, energy consumption and savings and the ability to order products, thus increasing business volume, sales and presentation efficiency to customers, reducing staff workloads for transferring technical data, configuring products and orders, and focusing their capacity on designing complex solutions and creative new product development. All this will contribute to the growth of business volume in the domestic and international markets, improve product visibility and, consequently, increase sales revenue.

**Total project value: 197.375,00 HRK**

**The amount co-financed by the EU (in HRK): 99.999,39 HRK**

**Project Implementation Period (From to Date): 14.02.2019. – 14.02.2020.**

**Contact person for more information:**

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**More information at:**

<http://www.strukturnifondovi.hr>

**More about the Operational Program Competitiveness and Cohesion:**

<http://www.strukturnifondovi.hr/op-konkurentnost-i-kohezija-2014-2020-779>



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